

ABSTRACT OF THE DISCLOSURE

An isolated and purified DNA having a nucleotide sequence which comprises SEQ ID NO:1; an isolated and purified DNA which hybridizes to a DNA having a nucleotide sequence which comprises SEQ ID NO:1 under stringent conditions, and encodes a transcription factor controlling a phenylpropanoid biosynthesis pathway; a recombinant vector comprising the DNA; the recombinant vector, further comprising a promoter to which the DNA is operably fused; the recombinant vector, wherein the DNA is operably fused to the promoter in the sense or antisense direction; a plant cell into which the DNA has been introduced; a plant regenerated from the plant cell; an isolated and purified protein encoded by the DNA; and an isolated and purified DNA which encodes a protein having the amino acid sequence of SEQ ID NO:2.